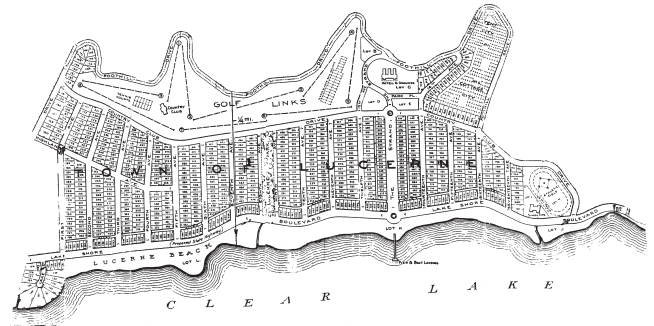


## I. Introduction

### I. Overview

The town of Lucerne, originally planned in the 1880's as a resort community, is located along the northeast shore of Clear Lake, a major visual and recreational resource. Alpine Park and Lucerne Harbor provide public access to the lake. A major element of the redevelopment plan for Lucerne is the waterfront Promenade, which would increase and enhance the potential for access to and enjoyment of Clear Lake.



*Historic parcel map of the Town of Lucerne*

### 2. Process

Lake County's Redevelopment Agency has undertaken to develop a master plan for the Promenade. The Agency hired the firm of Gates & Associates to develop the plan, and as part of that process, sought public comments on the plan as it develops. Two public workshops were held and sketches of the plans were made available on the redevelopment web site, at the Courthouse and at the County Visitor Center in Lucerne. Input from the workshops were incorporated into the plan. (See Appendix for program elements incorporated from public input.) The Master Plan described in this report was developed in collaboration with the Community and County Staff.

### 3. Use of Document

It is anticipated that the Promenade will be developed incrementally, as properties change hands or are acquired by the County. This Master Plan provides the vision for the overall Promenade, but also specifies the design of particular areas, including materials to be used. As improvements or changes are made to properties between Highway 20 and the Clear Lake shore, this document should be used as a guide and template for those improvements.



*Pier at Lake*

## II. Goals

### 1. Waterfront access

Waterfront access is the central feature of the Promenade. The purpose of the Promenade is to take advantage of Lucerne's lakefront location – to highlight the lake as an amenity, to draw people to the lakefront, and to create places for active and passive activities, commerce and economic development.

### 2. Support for business

By enhancing waterfront access and creating attractive areas for outdoor enjoyment, the Promenade will increase the customer base that will support local retail, restaurant, service and hotel business.

### 3. Link to community

The Promenade will not only create access along the water side of SR 20, but will also reach across SR 20 to connect with the community. Enhanced intersection treatments will strengthen the visual connection from the town to the lake, and traffic calming measures will improve pedestrian safety.

### 4. Gathering places

The Promenade will connect and enhance existing parks along the lakefront, affording gathering places for active and passive recreation. In addition, the Promenade will incorporate small plazas with seating and shade, and larger gathering spaces where festivals or performances can take place.

### 5. Traffic calming

Traffic calming measures will create a “pedestrian zone” which will encourage passers-by to stop and investigate the surroundings. These measures will also increase pedestrian safety along the Lucerne waterfront corridor.



*Waterfront Access*



*Lucerne Visitors' Center*



*Clear Lake Queen at Lucerne Harbor*